

Idaho State Library
LiLI BOARD MEETING
September 18, 2003 ~ 9:00 am – 4:00 pm
Idaho State Library - Big Conference Room

Board Julie Woodford, Burley Public Library
Members: Karen Ganske, Nampa Public Library
 Cora Caldwell, Gooding High School Library
 Kay Flowers, Idaho State University Library
 Paul Krause, Lewis Clark State College Library
 Marcia Beckwith, Boise School District
 Tim Brown, Boise State University Library
 Ron Force, University of Idaho Library

Guests: Dan Lester, Boise State University
 Nancy Donahoo, Idaho Falls Public Library
 Sam Sayre, OCLC

ISL Staff:	Ann Joslin	Gina Persichini
	Jan Wall	Frank Nelson
	Erin McCusker	Charlotte Fowles
	Michael Samuelson	Sonja Hudson

LiLI Express

Handouts: timeline of LiLI Express milestones, copy of the introductory postcard, and a copy of the LiLI Express Participant Agreement. ISL staff (Anne Abrams, Candace Wittner, and Gina Persichini) worked on creating a core message for the reciprocal borrowing program. The result was the name, LiLI Express, and a tagline: let your customers go the distance. Later a workgroup was formed (Cheri Rendler, Ada Community; Janet Strong, BSU; Mario Brisiño, BSU; and Elizabeth Martin, Boise Basic Library District) to work on “hard questions” associated with reciprocal borrowing.

An announcement postcard was sent to all public libraries and academic libraries in the state. The first of October, another mailing will go out with the agreement, a tri-fold brochure, and copies of the FAQs that were created by the workgroup.

On Friday afternoon at the ILA Annual Conference, Brenda Bailey-Hainer from the Colorado State Library will give a presentation on statewide reciprocal borrowing. After the presentation, we will also talk about LiLI Express. Handouts, including the agreement and FAQs, will be available at that time.

Participation in LiLI Express is voluntary. Already, ISL has received signed participation agreements from two libraries.

Gina expressed some “thank you”s to everyone involved in launching the service.

Idaho's Regional Library Networks: A Study of the Trends and Success Factors

Handouts: Copy of the report "Idaho's Regional Library Networks: A Study of the Trends and Success Factors," and the Consortia Life Cycles chart

Gina and Erin gave a presentation of their findings and suggestions after performing a review of Idaho's regional networks. See handouts for their suggestions.

There were suggestions to present the information at ILA Annual or regional conferences.

Comments:

There's another factor involved in networking that many of us have discussed in the past. The interpersonal relationships among the leadership of the involved groups. There is a need to raise consciousness in the library community to encourage participation or to at least not stand in the way of development.

The best interest of the members of a consortium is different than the best interest of the patrons of an individual library. Those who are not carrying their weight can hurt the collective. This is a point that needs to be made.

In regard to non-participating libraries, some consortia acknowledged that there is a donut-hole effect. The solution they are using is waiting. Without money as a carrot, we'll always have holdouts.

The LiLI Express agreement identifies that participating libraries need to offer circulation of books only; additional items are at the discretion of the local library. The LiLI Express agreement may act as a teaser to some services that can be expanded as part of a consortium agreement.

In regard to connectivity issues for networking: One footnote might be made, the Board of Education and its concept of ed-net, which is aimed at K-20. Ed-net is being pushed by the IT community. It is in competition with the Department of Administration's Ida-Net, which does not conform to IT expectations.

We must be careful in selling the concept of networking on savings. We should, instead, focus on the expanded services. We've not seen anyone who has saved money only staff time. Staff then gets to devote time to those tasks they were unable to complete before. It has allowed them to expand services.

In looking at the efficiencies saved through OCLC, etc., we've shifted staff time into budget cuts, allowing us to provide the same level of service with a lot fewer staff.

The majority of the libraries we would be taking this to are small and their staff would save time doing typical functions; allowing them to expand their tasks.

Ron brought the latest information about joining WIN. There is an upfront fee based on collection size and staff workstations. Operational costs are based on staff workstations only.

Questions: Does Lynx! have ambitions regarding expansion of membership? The desire to expand is not real strong, but it does exist among a few of the members. Lynx! is looking at moving to the newer Horizon system and will be looking at the timeline to do so in December.

Marketing the Value of Networking

As you learned before the break, we think there is a need to market the value of networking. A brainstorming session was held to identify what the LiLI Board can do to promote networking.

- University Libraries could host a workshop/round table on networking (\$ - \$\$)
- Create a speakers bureau drawing from existing networks (\$)
- Share existing presentations for speaking engagements so there's no "reinventing the wheel" and creating a consistent message. Messages could also be customized to the audience, as benefits differ depending on the audience. (\$)
- Established networks could offer a visiting librarian position so staff can experience how the mechanics work. (\$\$)
- Bring in expertise from the region (outside Idaho). Offer a variety of viewpoints from type of library, staff from different departments, and the types of community members who benefit. (\$ - \$\$)
- Seek corporate sponsorship of networking activities/services/projects
- Keep networking as an LSTA priority
- Write success stories in various newsletters (Idaho Librarian, PNLA News, ISL News, Trustee News). Talk from specific points of view, types of libraries, users. (\$)
- Representatives from existing networks could visit libraries and extend invitations to participate. Individual contact could be pretty effective. (\$)
- Create video (PSA) or something to use for presentations and education (have presentation ready for libraries to use to promote to their community/stakeholders) (\$\$\$\$)
- Have pro-networking materials ready for libraries and customizable (\$)
- Appear on regional talk shows to promote success of statewide networking to community (\$)
- Identify statistics that show cost benefit analysis of resource sharing, use pilot project figures, too. (\$)
- Identify libraries that might be interested in networking and facilitate education/planning, funded with LSTA, so they can make the decision. Create a team that can help work through statistics to determine cost benefits. State administered project planning; promote well in advance of LSTA cycle. (\$\$)
- Create a marketing plan that will tout the success of networking statewide; bring in a marketing student. (\$)

Next steps: Gina will combine this list of activities with the activities she and Erin identified earlier. At the next meeting, we will clarify, narrow, and prioritize network development activities. We will decide on projects to pursue. Gina will be inviting assistance from other ISL staff. In the meantime, board members agree to work on making individual contacts and promoting the benefits of networking in their regions.

State Library Update

Ann presented the updates for ISL while Charlie was in Montana at another meeting.

Governor Kempthorne will recommend flat funding for 04 and 05. It is felt that some Legislators will attempt to get State Sales Tax repealed. We still do not have any capital money, so any collection or equipment we need will have to come at the expense of personnel or operating expenses. The Governor is not going to recommend anymore across the board budget cuts. Instead, he will convene a special session of the Legislator to identify what programs stay and which programs go. We intend to do everything we can to protect the LiLI Databases as a part of our program. We're not sure where those funds are in the Public Schools' budget. We're already starting to think about how we are going to protect the funds for the LiLI Databases.

Statewide Continuing Education Plan. Sandra Nelson was hired to evaluate and present recommendations for a statewide CE plan. Marj Hooper is working with Sandra's recommendations to create the plan. Sandra is recommending that we identify 4 different target audiences with different training topics. In some ways we will be more focused than we have been before. The recommendations are up on our web-site (<http://www.lili.org/forlibs/ce/index.htm>). The plan should be available on the website the end of November.

The Gates Foundation came out with the last phase Staying Connected grant program. It is focused at sustaining Phases I and II. The original program requested a 50/50 match. At the time the guidelines were released, many states were in the midst of budget cuts. Since then, they reviewed the program and released new guidelines. The new match is 66/33. ISL will have to have an application in by August of 2004 to take advantage of the funding. Originally, there were 3 areas where we were awarded funds, but now we can identify any one or all of the areas identified to use all or a portion of the money.

Ann presented information about WebJunction (www.webjunction.org). Some handouts were provided, including a promotional, printed copy of their newsletter, Cross Roads. A link to WebJunction is now available on the ISL website.

Digitization Project in Idaho

Kay Flowers explained a project she had created for the Outcomes Based Evaluation training. Kay wanted to bring this to the board to discuss how we should handle digitization as a state. To have something that preserves content somewhere, we need to centrally decide on standards inventories, software. We would hate to end up with 4 different digitization projects with 4 different kinds of software that don't talk to each other.

Dan Lester indicated that he had a trial copy of ContentDM, and is considering looking at Idaho Authors, Frank Church papers, etc. His project is vague and preliminary. Boise Public also has a trial copy. Mary Nate has access to a collection of photos they would like to digitize. Idaho Falls has become the records manager for the City of Idaho Falls. They have started storing original records in their basement. They have to scan many of these documents and their concern was which software could handle the volume they have.

There are all sorts of other digitization projects out there. Kay may want to participate in the next FARRIT (Finding All Resources Related to Idaho Topics) meeting. The group seeks to find all types of information and sharing it through a website. It was requested that a member of FARRIT be involved in any kind of statewide digitization planning group.

It was noted that a statewide digitization project didn't have to be limited to one place. The Colorado project doesn't have everything in one place either, but they did develop standards. For ISU's grant project, they could write in a part to get a broader view and input on digital imaging projects.

There are all types of decisions needing to be made that Kay would like to see done before they take on a huge digitization project. Could they build into this planning project the development of statewide digitization standards? Yes, they could recast the project so the outcome is a set of standards.

Standards are already pretty well set in certain areas. We would set a minimum for finding these materials in Idaho.

One issue to consider is how the general public is going to access the information once it is digitized. Consider different types of software interfaces and cataloging issues.

Question: If there is a standard, who has the authority to say those are the standards and hold them to that? It's possible that the State Library could adopt those standards for LSTA funded projects.

There would be three parts to the pilot. Software review, a pilot developed on your choice. The State Library will be looking at some sort of statewide plan or approach which would carry out things that your project might discover.

We must start planning for digitization on a state-wide level. Digitization is covered in the LiLI Workplan, but we haven't so far had any activity in that area.

OCLC Demonstration

Sam Sayre of OCLC gave a presentation on some of OCLC's solutions for managing digital content. Sam demonstrated the CONTENTdm software. The website can be found at: www.contentdm.com.

For unlimited objects, cost is \$36,000 for year 1 and \$6,000 for maintenance.

For 8,000 objects, cost is \$6,000 the first year.

For 32,000 objects, cost is \$12,000 the first year.

Minimum to get started 8,000 for \$6,000.

LiLI Work Plan -Direction

Gina presented the Libraries Linking Idaho Accomplishments for 2002-03. (see handout)
Then, Gina asked those present to discuss where they thought the priorities are in developing a statewide network?

- The crucial thing will be the courier and getting that up and running.
 - Update on courier: Gina will talk more with John Helmer of ORBIS to see what the possibilities are to get southern Idaho back into their system. Meanwhile, ISL's Stephanie Kukay is surveying libraries in southern Idaho to estimate the amount of materials that could potentially move through an Idaho courier system. There are a lot of unknowns to deal with, but it is a good place to start.
- Providing digital content on the web is a benefit for marketing a statewide network for Idaho.
- Shared catalogs/databases
 - I would like to see us get more records on WorldCat.
 - The results of the Resource Sharing Pilot Project will help determine the feasibility of moving more records to WorldCat. Part of the project was to see what the feasibility for smaller libraries might be.
 - We may not want to wait until libraries submit an LSTA project to get their records on WorldCat.
 - The long term solution might be Meta-Consortia rather than WorldCat; libraries joining consortia and consortia banding together.
 - Smaller members are not interested in entering their records into WorldCat. They go through the consortium.
 - The small communities have the greatest unique collections, and when you create a group database they have a lot of local collection materials to contribute. For those unique collections, we need to take a hard look at it if they are not already on WorldCat because it is a benefit outside the state as well.
 - There are a lot of libraries out there that are Z39.50 accessible. Do we focus on building a consortium or do we focus on WorldCat?
 - I would rather we use vital dollars building a consortium than adding to WorldCat. Some don't feel they get enough out of WorldCat to justify the expense .
- Resource Sharing
 - We need to look into identifying and collecting some good resource sharing statistics. If we want to seek State funds, we will need to have some good statistics to back it up.
 - Libraries often times don't track where their libraries share to and from.
 - Some libraries don't identify the ILL in the same manner as others. We have an awful lot to do to gather and identify accurate statistics. We need to identify some definitions and standard statistics that libraries could use to track things in a consistent manner. It would be better coming from the LiLI Board rather than from the State Library.
 - As a start, we should pick a few key elements that we think will support Resource Sharing in Idaho and collect those. Start by trying to define what is meaningful and identifying if current systems can track it.
 - A team including Dan Lester, Paul Krause and Gina will come up with a list of key indicators and definitions and bring them to the next LiLI Board meeting.

Next Steps: Gina will take the points from discussions we've had throughout the day and come up with some activities for the LiLI Work Plan. It can be reviewed at the next meeting.

LiLI Board mailing list

Dan Lester offered to update the LiLI Board electronic mailing list. We will make a concerted effort to use it for the next few months, instead of our own personal distribution lists, for communication among LiLI Advisory Board members.

Statewide Media Campaign

Anne Abrams has been working on the development of a statewide media campaign to promote statewide services of ISL. The services being promoted are Read to Me and LiLI-D. The LiLI-D campaign is targeted to 12-18 year olds. It includes PSA's for radio and television and posters. The advertisements will be available in both English and Spanish. A schedule of airtimes was distributed to all attending.

In addition to the PSA's an 8-minute instructional video was created. The video and posters were distributed to all public libraries, middle school libraries, and high school libraries in Idaho. Included was information on how to build on the campaign locally, and a request to participate in evaluating the effectiveness of the campaign.

Members were shown the LiLI commercial and the 8-minute training video.

Next Meeting

January 21st, 2004

Location: Idaho State Library

Time: 9:00am - 4:00pm

Agenda items for the next meeting will include:

- List of activities and workplan for the next year
- Prioritizing of activities to pursue
- Key indicators for resource sharing

Any requests for additional agenda items can be sent to Gina at gapersic@isl.state.id.us